

The GIMBEL March Sale of CHINA

CRYSTALS and ART WARES

Begins with the Most Distinguished Collection of These Wares Yet Offered



Typical March China Sale Offerings—Illustrated

Royal Sevres Vase with real bronze mountings, \$67.50, from \$125. Chocolate Pot with six cups and saucers, richly decorated, at \$15, from \$30. Glass Caviar Dish, at \$5, from \$9. Dinner Service of finest English china, \$215, from \$350. Table Service of hand-engraved English rock crystal, \$350, from \$585. Cut Glass Electric Lamp, complete, \$37.50, from \$75.

More than \$300,000 worth, to be sold for but little more than \$200,000, is embraced in the fine offerings. That is a saving of nearly one dollar in three, with many of the savings running still higher.

New York increasingly demands beautiful things in the home and this March Sale strikes a higher level than has ever been attained before in this city. It is particularly rich in choice wares—we have preferred to gather a limited number of many beautiful things rather than a great many of a few commonplace kinds.

It is a Sale to which the woman with pride in her home or the seeker after distinctive gifts can come and choose from a stock as rich and exclusive as that of a fine specialty shop—AT MARCH SALE PRICES.

We Have Prepared for the March Sale

OVER 2,000 DINNER SETS, in 195 Patterns, from an American porcelain set, at \$7.50, to a magnificent English bone China Service at \$355.

102 STYLES OF CRYSTAL TABLE SERVICES, from plain domestic glass, at \$5.75, to a superb Rock Crystal Set from the Webbs of England, at \$350.

250 STYLES OF SERVICE PLATES, from a pretty border design of American porcelain, at \$12, to a rich Cobalt blue and paste gold decoration, at \$125 dozen.

A DISPLAY OF FANCY CHINA, including exquisite Dresden, Limoges and English porcelains, which covers many tables.

Our ENTIRE COLLECTION OF ART OBJECTS, including Marbles and Bronze, Statuary, Sevres, Vienna and other Wares; and Garden Ornaments in Marble and Terra Cotta at March price-reductions of 40 to 60 per cent.

BESIDES MANY OTHER SMALLER GROUPS, mention of which will be made in detail from day to day.

The Superb Showing of Dinner Sets

English China, 112 pieces, cream ground, with encrusted gold band, \$295, from \$500.

English China, new shape, and small blue band, 115 pieces, \$215, from \$350.

Limoges China, acid encrusted gold border, \$110, from \$225.

Limoges China, encrusted gold border, \$67.50, from \$125. Limoges China, pink festoon, with gold edge, \$25, from \$47.50.

American Porcelain, maroon or green border, with gold line, \$14.75, from \$22.50.

Specimens of the Cut Crystals

Celery Trays, \$4.25, from \$6. Ice Cream Trays, \$5, from \$7.50. Sugar and Cream Sets, highly polished, \$3.75, from \$5. Ice Teas, large, cut and engraved, \$4.25, from \$7. Oval Orange Bowls, \$8, from \$12.

Water Sets, six glasses, jug and mirror, \$3.25, from \$7.25. Salad or Fruit Bowls, \$2.95, from \$5. Relish Dishes, two handles, four compartments, \$3.85, from \$6. Large Jugs, richly engraved and cut, \$5, from \$8.

Remarkable Diversity of Service Plates

The finest makes in the world are included—Wedgwood, Cauldon, Minton, Royal Chelsea, Coalport, Guerin, Haviland and others. Savings approaching half in many cases.

English China

\$75 dozen, from \$135
\$95 dozen, from \$165
\$87.50 dozen, from \$80

Charmingly Decorated Dresden China

Exquisite shapes, with the familiar Dresden hand-painted floral designs much under price.

Cracker or Cheese Dishes, \$4.25 from \$6.
Asparagus Sets, \$7.50 from \$12.
Salad Bowls, \$4.25 from \$6.25.

German Cereal Sets—Very Special

The neatly labeled array of Porcelain Jars, so dear to the housewife. Quaint blue decorations.

Sets of six large and six small Jars, two Oil Bottles and Salt Box, at \$4.75 from \$7.25.
15-piece Cereal Set, \$3.75 from \$6.

Crystal and Gold Glass Table Services

Our most beautiful open stock patterns, at great reductions, with the further advantage that you are always able to replace broken pieces.

A gold and crystal decoration, in all sizes, from \$19.50 to \$115.50. Royal Sevres Vase, gold bronze mounting, \$55 from \$125. Capo di Monte Vase, \$19.50 from \$37.50.

Among the Art Wares

Many beautiful pieces of Royal Sevres, Dresden, Coalport, Vienna and other famous wares, priced at half price or less.

Vienna hand-painted Vase, \$35 from \$100.
Royal Dresden Vase, Cobalt blue and paste gold, \$45, from \$115.
Copeland Loving Cup, \$16.50 from \$37.50.
And many others at similar savings.

The March Sale of HOUSEWARES

Presenting Thousands of Modern Devices for Lightning Housework While Saving the Pocket

Nowadays it is so well known that these semi-annual money-saving events are possible only by manufacturers foregoing their regular profits, as well as through similar price-concessions on our own part, that this explanation needs nothing more than the bare mention. Of course, every item in the Sale is PERFECT and NEW—you don't pay the penalty of getting inferior or damaged goods for the sake of the saving in price.

Fine Aluminum Ware Offerings—

The Famous Gimbel Saucepan Sets

Set of four Aluminum Saucepans, 1, 1½, 2 and 2½ qt. sizes, at \$1.75 a set, regularly \$2.75.
Set of three Aluminum Saucepans, at \$1 a set, reg. \$1.85.
Aluminum Covers, to fit these Saucepans, 75c for four; 60c for three.

Cast Aluminum Griddles, 10-inch, at \$1.75, regularly \$2.10; 12-inch, at \$2.25, regularly \$2.65.
Pudding Pans, 3-qt., at 65c, reg. 85c; 4-qt., at 80c, regularly 95c.
Aluminum Bread Pans, 60c, reg. 80c.
Jelly Cake Pans, at 30c, reg. 40c.
Muffin Pans, 9-iron, 80c, reg. \$1.
Drip Pans, 10x14 in., 85c, reg. \$1.10.
Double Roasters, \$2.90, reg. \$3.90.
Soup Strainers, various sizes, at 40c, regularly 50c to 65c.

Colanders, 10-inch, \$1.25, reg. \$1.85.
Folding Omelet Pans, especially adapted for omelets and making hashed browned potatoes, at \$1.15, regularly \$1.50.
Tea Spoons, 35c dozen, reg. 60c.
Dessert Spoons, 65c dozen, reg. 95c.
Table Spoons, 75c dozen, reg. \$1.10.
Soup Ladles, 12 and 14-inch, at 35c, regularly 60c.

The Gimbel 60-Piece Sets of

Aluminum Kitchen Utensils

Regularly \$34.50, for \$25.75

The Vollrath White Enamelware

This is the purest and best white enamelware on the market, and every piece is warranted perfect.

Tea Kettles, 5 qts., \$1.15, reg. \$1.50.
Coffee Pots, 1½ qts., 60c, reg. 85c; 2 qts., 70c, reg. 95c.
Tea Pots, 60c, reg. 80c.
Rice Boilers, 85c, reg. \$1.10.
Colanders, 80c, reg. 95c.
Soup Dishes, 15c, reg. 20c.
Roasting Pans, 60c, reg. 75c.
Frying Pans, 25c, reg. 40c.

Round Dish Pans, 10 qts., 60c, reg. 80c.
Oval Dish Pans, 12 qts., 85c, reg. \$1.05.
Mixing Bowls, 25c, reg. 35c.
Water Pails, 80c, reg. \$1.05.
Sink Strainers, 25c, reg. 40c.
Lipped Saucepans, 2½ qts., 25c, reg. 35c; 4 qts., 30c, reg. 45c.

Wooden Ware

3-ft. Pastry Tables, \$5.75, reg. \$6.50.
Kitchen Tables, 3-ft., turned legs, at \$1.50, reg. \$1.75.

Kitchen Chairs, round back, light or dark finish, at 70c, reg. 90c.
Kitchen Step Ladder Chairs, light finish, at \$1.10, reg. \$1.65.

Featherweight Card Tables, from the Burrows Mfg. Co., made especially for GIMBELS, at \$2.10, reg. \$3.25.

Curtain Stretchers, full size, non-rustable pins, extra strong, at 90c, reg. \$1.25.

Folding Ironing Boards, well braced, felt covered, at \$1.40, reg. \$1.85.
Pastry Boards, medium size, at 40c, reg. 55c.

Royal Clothes Wringer, 10-in. size, guaranteed for five years, reversible, at \$2.75, reg. \$4.25.

All Sorts of Brushes

Lamb's Wool Dusters, extra long handles, washable and guaranteed, best quality, at 75c, reg. \$1.25.

Dustless Floor Mops, circular, long hang, at 75c, reg. \$1.35.
Furniture Brushes, at 50c.

Simplex Electric Irons Reduced

Can be used for steaming veal, or as an electric stove. 500 in assorted sizes, now at the following prices for the first time:
2-lb. size, \$3, reg. \$4.25
4-lb. size, \$5.35, reg. \$6.50
6-lb. size, \$8.50, reg. \$10.50
8-lb. size, \$11.50, reg. \$14.50

Fifth Floor

GIMBELS

So Many New Coats For Women

And All So Different!

Black-and-white striped Bedford cord is especially smart in the extreme Russian style—with wide inset belt and sleeves whose apparent armholes extend almost to the deep waistline. This model is illustrated. \$25.

Matelasse Coats at \$29.50

These have become so fashionable that the tailors cannot get sufficient of these rich materials to meet the demand. But we have the Coats—and at very moderate prices. The \$29.50 model is quite short. Brick red, white, blue and black.

Bedford Cord Coats at \$28.50

These in navy are lined and "outline" trimmed with vivid but harmonizing shades of peau de cygne; also with large nickel buttons.

Men's Wear Serge Coats at \$13.50 to \$42.50
Whipcord Coats at \$19.75—Sizes up to 51
Covert Cloth Coats at \$22.50 to \$32.50

Third Floor



New Lingerie Blouses That Should Cause a Furore—At \$2.00, \$3.50, \$3.95 & \$5.

Not like other Blouses, for these are the latest creations of Fashion, as well as the exclusive models of the House of Fashions—

The Franco-Bulgarian Blouse, \$2.00

An ideal style to wear with the new Russian Suits for it looks so well when girdled with a wide sash—and its rich colored embroidery is harmonious, too. Fine white voile.

The Quaint Blouse of Nougats, \$3.95

As dainty as a piece of Dresden china, for it is of fine white cotton crepe, strewn with wee nougats that are embroidered in the pastel colors. Collar is embroidered in white and edged with pleatings of net.

The Latest Waistcoat Blouses, \$3.50 and \$5

The perfected styles of these Blouses that might be called the most unique modes of the Spring. These of fine voile and batiste are so beautifully embroidered in colors that they look quite like the original French models.

Third Floor

The March Sale of Lamps

At Savings of 25 to 40 Per Cent.



Special features are the fine assortments of Ceiling Fixtures, Table Lamps and Floor Lamps, for electricity or gas, Lamps in beautiful period styles from Paris and Berlin, Japanese Basket and Wicker Lamps for country houses, and a charming collection of Silk Lamp Shades. Among them—

Electric Lamps on vases of Sevres China, Bisque, bronze mounted, with artistic shades.

At \$30 to \$250, Regularly \$45 to \$350

Fine Electric Library Lamps, with art glass shades.

At \$10 to \$45, Regularly \$29 to \$60

Oil Lamps in Japanese pottery, with wicker shade.

At \$10.50, Regularly \$18

Electric Reading Lamps, of metal, with art glass shades, overlaid with metal tracery, extraordinary value.

At \$6.50 to \$24, Usually \$9 to \$35

Electric Lamps, of wicker-covered Japanese pottery, in rich yellow, with shades to match.

At \$12 to \$16, Usually \$16 to \$22

Table Reading Lamps for Gas, with solid metal bases and art glass shades.

At \$7.50 to \$17.50, Usually \$10 to \$25

Electric Hanging Fixtures in shower and dome effects.

At \$28 to \$95, Usually \$42 to \$150

Electric Hanging Domes, in handsome styles, with clusters of three lights.

At \$10 to \$35, Usually \$15 to \$45

Superb Silk Lamp Shades from Paris, trimmed with rich gold lace and embroidery.

At \$18 to \$28, Usually \$25 to \$40

Also an excellent group of Lamps in carved wood, and composition, in gold leaf finish, with which the above shades can be used.

At \$5 to \$18, Usually \$8 to \$27

Fifth Floor

36 New Styles Among STETSON Hats At \$3.50

It is a fine field for choice for the man who wants a Spring Hat. And every man does.

Among the various styles of Derbies is the hat illustrated—a semi-conservative Derby, with rather high tapering crown, and fairly wide curling brim—a Hat that the majority of men will find becoming. It is the "Philadelphia" Derby, and bound to be a favorite.

Then there are the new Soft Hats at \$3.50, that combine correctness and smartness of style and color with the comfort that men have learned to expect in their headgear. Fourth Floor



Shrewd Men Are Investing Liberally In This GIMBEL Clothing at \$12.75

Just as in Wall Street a demand springs up for gilt-edged stocks for investment when prices are very low, so these Gimbel offerings of Men's Suits and Overcoats at far below their value are being snapped up by wise purchasers.

At present they are down \$7.25 to \$12.25 in price from their high point of the season—surely a good saving.

SACK SUITS in dark colorings and fancy mixtures.

NORFOLK SUITS that are correct in cut (and sartorial slip-ups are common in the style of the average Norfolk).

CHESTERFIELD OVERCOAT, STORM COATS and ULSTERS that are full of warmth, comfort and style.

All at \$12.75 each, and with sizes 33 to 46 in each group.

Disposal of Men's Rain-coats at \$10.50

Former prices were \$17.50 and \$20—and well deserved. Some made in London and brought over by us direct. Raglan and box shoulder styles, in a variety of colors, with good choosings in each size, from 33 to 44 chest. Now, as a rainy-season offering, \$10.50 each. Fourth Floor

A Group of Men's Scarfs at 55c

These handsome Neckties are the remainder of a special group we recently offered at 65c each, although made to sell at \$1 to \$1.50.

In many correct patterns and colorings that men will like to wear with their new Spring clothes. All in open-end four-hand styles of rich quality of silk. 55c each.

The Very Unusual Shirts at 95c Each

Worth half as much again of any man's money. Fine percale and madras, printed in smart stripes, in a variety of patterns: pleated or negligees. Cuffs attached. Main Floor

Later, Men Will Be Glad of These KNEIPP Linen-Mesh Union Suits

Possibly you have the feeling that Linen Mesh Underwear is too draughty for winter wear, even though it is intended to be worn the year round. But you will certainly appreciate the absorbent, cool qualities when warm weather comes.

But, to get these splendid Union Suits at a saving, you must buy them NOW, while we offer them at LESS THAN HALF REGULAR PRICES. Later, when you need them, such quality will cost full price.

Perfectly fitting, in all sizes—and particularly desirable for large men, because they do away with a double thickness of clothing around the waist. All perfect and new—the savings come from their being in a discontinued style—

\$2.25 Each, Regularly \$5.50 Main Floor

Save on Men's Shoes at \$3.75

As a matter of fact, the saving is 25 per cent. for the Shoes are our regular \$5 grade.

In gun-metal calf and patent coltskin, button and lace. Tan Russia calfskin, lace and Blucher.

Gun-metal calfskin and patent coltskin, Blucher cut, with heavy soles.

Good Shoes for late Winter and early Spring, on a comfortable but stylish last. \$3.75 a pair. Second Floor

Collars and Cuffs That the New Dresses and Suits Require

It depends upon your costume whether you choose hand embroidered or lace collars and cuffs! But no matter what kind of dress or suit you may have, you will find the new and correct kinds in these collections—

French hand-embroidered batiste, \$3.95 to \$13.75 a set.

American hand-embroidered linen, \$1.95 to \$3.50 a set.

Real Irish lace, \$4.50 to \$17.50 a set.

Clany lace, \$1.95 to \$2.25 a set.

New—Embroidered and Lace Collars, with pleated jabots of Oriental and shadow laces, \$1.50 to \$4.50.

Latest Designs in Mesh and Shadow Veilings, 25c to \$2.50 Yard. Main Floor

Killarney Roses, 2c & 3c Each

Fresh, fragrant, beautiful Roses, of the sort usually selling at 50c to 75c dozen. Saturday at 2c and 3c each.

Also all other Cut Flowers in season, at very low prices.

Genuine Shamrock Plants in little pots, at 6c each, usually 10c. Hyacinth Plants, usually 20c each, at 10c.

Subway Store, Balcony

GIMBEL BROTHERS, Broadway & 33rd Street